

**Course Evaluation Measures Menu**

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| **Course number:** MKT 217 |
| **Course title:** Digital Marketing Fundamentals |
| **Campus location(s):** Georgetown, Dover, and Wilmington |
| **Effective semester:** 202151 |

**Core Course Performance Objectives**

1. Analyze the legal and ethical impact of privacy and trust, and the relationship between loyalty and relationships in e-commerce. (CCC 1, 2, 4; PGC 1, 2)
2. Examine product development, including search engine and pricing strategies, and the harmonious promotion across all media. (CCC 1, 2, 6; PGC 2, 5, 6)
3. Evaluate marketing strategies for digital media, including database development and response tactics from the customer. (CCC 1, 2; PGC 2, 5, 6)
4. Assess the design principles for content marketing; creating a successful customer and/or user interface to enhance the customer relationship. (CCC 1, 2, 6; PGC 2, 4)
5. Assess the performance of e marketing strategies by considering key performance indicators (KPI’s). (CCC 1, 2, 4, 6; PGC 1, 2, 5, 6, 7)

6. Create a successful digital marketing strategy and digital marketing campaign that provide a seamless customer experience. (CCC 1, 2, 4, 5, 6, 7; PGC 1, 2, 4, 5, 6, 7)

**Summative Evaluations**

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| **Evaluation Measures:** Include each agreed upon measure and scope of that measure (see above). | **Which CCPO(s) does this evaluation measure?** |
| **(4-6) Exams**   * 50 MC/TF or * 25 MC/TF with 5-10 SA/Essay | 1, 2, 3, 4, 5 |
| **E-Marketing Analysis Project**   * Students will analyze a retail website and reflect on the marketing strategies implemented by the organization | 1, 2, 3, 4, 5 |
| **E-Marketing Project**   * Students will plan an E-Marketing strategy for an organization of their choice (with instructor approval) that effectively incorporates an organization’s overall e-business strategy | 6 |

**FINAL COURSE GRADE**

(Calculated using the following weighted average)

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| **Evaluation Measure** | **Percentage of final grade** |
| Summative: Exams (4-6) (Equally weighted) | 50% |
| Formative: Discussion Boards, Assignments, etc. (Equally weighted) | 20% |
| Summative: E-Marketing Plan Analysis Project | 10% |
| Summative: E-Marketing Project | 20% |
| TOTAL | 100% |

(Electronic Signature Permitted)

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| **Submitted by (Collegewide Lead):** | Chala Breen | **Date** | 2/27/19 |
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| **Approved by counterparts** | N/A | **Date** |  |
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| **Reviewed by Curriculum Committee** | | **Date** |  |